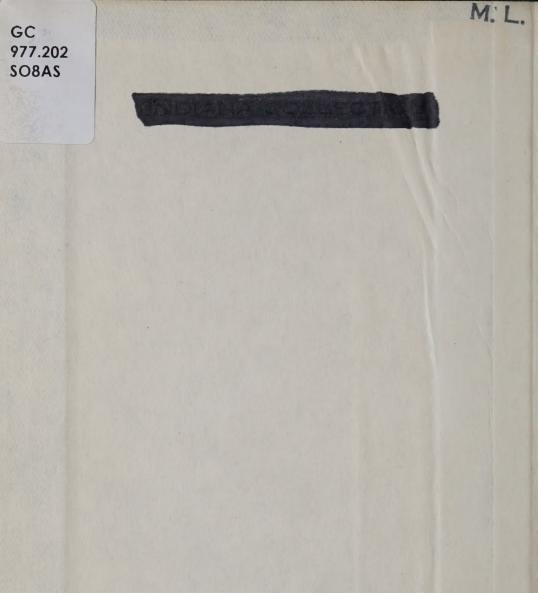
WELCOME TO SOUTH BEND, IND.

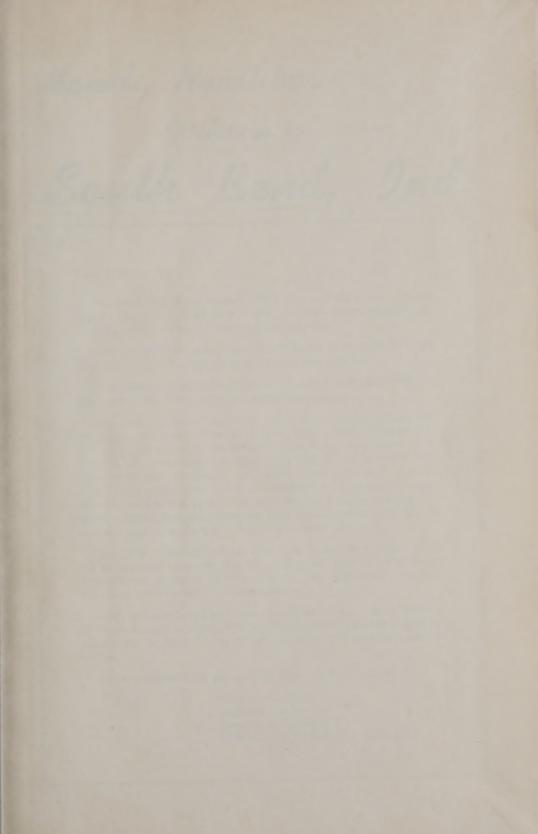


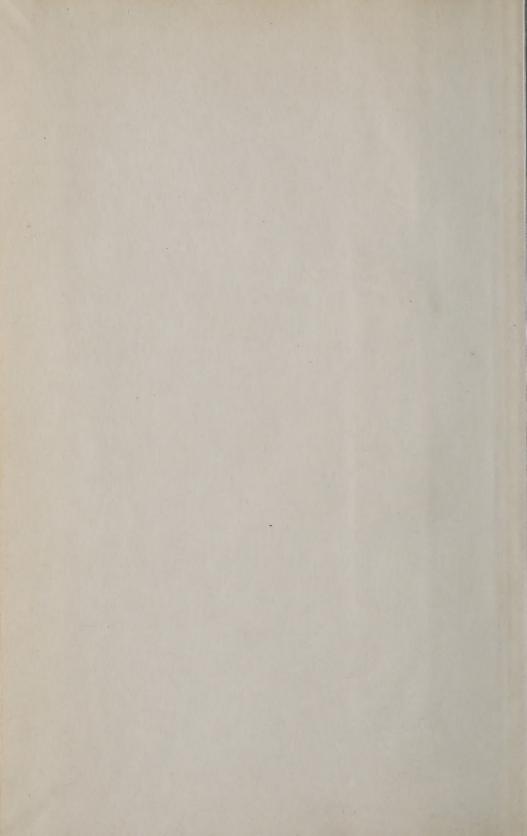
Please check 1 map in back pocket after each circulation

GC 977.202 SO8AS









INDIANA COLLECTION

Howdy Neighbor Welcome to

South Bend, Ind.

Dear Newcomer,

We were delighted to learn that you will be making South Bend your home. And, we know you will never regret your decision to move to our thriving community.

As metropolitan areas go, South Bend is second to none in citizenship advantages and family opportunity.

Good people live in South Bend . people who are friendly, community-minded, aggressive and progressive.

Over 64,000 families in our city have shared many advantages. They enjoy family income that is tops in the nation. Seven out of ten of these families own their own home. Over 90,000 of our citizens are gainfully employed in more than 300 factories, hundreds of retail establishments, offices, other businesses, and our fine institutions. Our people save money, and at the same time acquire the many personal and family necessities and luxuries that make life worthwhile in one of mid-America's greatest trade areas.

Our 358 miles of streets are the finest and safest. Our 43 pubic and private schools comprise one of the finest educational systems in the nation. Two hundred thirty-six churches provide spiritual leadership.

And, all our families have found excellent means of use of much leisure time right in their back yard.. an area with 39 public parks, and rich with amusement and recreational facilities.

We know you'll be proud you came to South Bend.

Most cordially, James P. Leddy Executive Secretary ASSOCIATION OF COMMERCE

A Note from the Publishers:

We send this copy of "Howdy Neighbor", to you through the cooperation and courtesy of several fine business friends in your community. This little book obligates you in no way to these excellent business people; rather, it is merely a gesture of welcome and of best wishes.

The advertisers are sure that you will find many uses for this guide to your city and are looking forward to meeting you personally when you visit them and redeem the "get acquainted" gift coupons enclosed.

Copyrighted in 1954 by

JAYNARD PUBLISHING CO.
P. O. Box 459

Green Bay, Wisconsin

Historical Schighlights 934022

Many, many years ago, the Indians, called the Miamis, paddled up the river now known as the St. Joseph, but called by the Indians, the River of the Miamis.

Upon their arrival at a landing place, just north of the city of South Bend, they decided to land. Many other Indians had landed here and passed on to other hunting grounds, so the path or trail was quite distinctly marked.

The Potawatomies of the Miami Confederacy were a peaceful tribe and many of them built permanent homes. They were a hardworking tribe and they tilled the soil and raised a great deal of Indian corn. The Miamis inhabited all the land west-ward from what is now Detroit to Lake Michigan.

The Iroquois Indians were warlike and barbarous. They would not work in the fields to raise grain. They were great hunters and would trade their game to the Miamis for corn. If the Miamis reused to trade, they would take the corn anyway.

The French Missionaries were the first white men to visit Indiana. These missionaries were pious men, who in early times left their homes in civilized countries, came among the savages, and worked diligently to convert them to the Christian religion. This they found to be a very difficult task.

The Indians were satisfied with their religion and did not care to make any change.

It was in 1675 that Father James Marquette passed through this peaceful valley of the St. Joseph. He is believed to have been the first white man to pass through this valley of the St. Joseph.

While the missionaries were trying to teach the Indians and the traders were exchanging beads and trinkets for furs, a fearless and enterprising Frenchman, Cavalier de LaSalle determined to explore the country, and trade with the Indians, on a large scale.

It was in 1679 that LaSalle landed at a point called Pinehook, north of the city and within the boundaries of Riverview Cemetery. This is a most picturesque spot, and the name aptly describes the bend in the river. From this landing place it is believed that LaSalle and his men travelled over the very country where our city now stands.

The first white man to make a permanent home in what is now St. Joseph County was Pierre Freischutz Navarre, an educated Frenchman who arrived in 1820 as an agent of the American Fur Company and established the first trading post in this section. He married a Potawatomi whom tradition represents as having been exceptionally intelligent. When the Potawatomi was removed to the West in 1838, Navarre went with them but returned and died in 1864 at the home of one of his daughters in South Bend.

Alexis Coquillard, the founder of South Bend, first named the site Big St. Joseph Station to distinguish it from a tradng post operated by relatives on the Little St. Joseph River near the present site of Fort Wayne. Settlers, however, soon dubbed the post "The Bend", or South Bend. In 1823, Coquillard, a man of energy and force, persuaded his father-in-law, Francis Comparet, to become his partner and invest a sum said to have approximated \$75,000 to the purchase of the agency of John Jacob Astor's American Fur Company for the region of the Upper Lakes.

Four years later Colonel Lathrop M. Taylor opened a trading post for Samuel Hanna & Company and became a friendly business rival of Coquillard. In 1827 Colonel Taylor renamed the settlement St. Joseph's and in 1829 the name was changed to Southold. Finally and officially, in 1830, the Post Office department named it South Bend.

Working together, Coquillard annd Taylor laid the foundation of South Bend's industrial future. Ferries, dams, and mills resulted from their efforts. They encouraged settlers with gifts of money and land and, in 1831, after laying out the town site, brought about the selection of South Bend as the county seat.

The town's growth was slow but steady until 1852, when Henry and Clement Studebaker came to South Bend. They opened up the forerunner of the extensive Studebaker Corporation of today.

Further industrial impetus was given to the town by the rise and growth of the Oliver Chilled Plow Works. In 1855 James Oliver came to South Bend and in the following year joined with T. M. Bissel, who had been in the plow-manufacturing business in Ohio, and George Milburn in the manufacture of plows under the name of Oliver, Bissel & Company. Later a stock company was formed under the name of the South Bend Iron Works. It subsequently passed into the control of James Oliver and eventually became the Oliver Chilled Plow Works. In 1864 Oliver discovered a process or chilling and hardening steel so that the curved moldboards of plows could be made of steel instead of the softer iron, formerly used. This plow would remain sharp for a long time, and the moldboard would not become encrusted with sticky earth.

South Bend claims to be the first city in the United States to enforce a law requiring all commercial food handlers to take a Wasserman test.

South Bend Today

The steady growth and heathy community spirit of South Bend characterizes the "Valley of Promise." Quiet neighborhoods, charming native architecture and the absence of crowded housing areas make the city a community of homes.

The 1950 census revealed a home ownership rate of 73% in the area, a unique indication of the stability and permanence of a population unusually free of transients. This home ownership rate is the highest in Indiana and the third highest in the nation.

An intelligent participation in community affairs and a vigorous interest in cultural life has made the Valley a good place to live. Nearby are the attractions of one of the nation's finest vacation areas and the facilities of some of the midwest's largest cities.

With its facilites and opportunties for business and industry, the St. Joseph Valley is primarily interested in its promise to be a good place to live.

Quietly but deeply rooted in the community life of the Valley is



AERIAL VIEW OF SOUTH BEND

an active interest in cultural affairs. Concerts by a fine South Bend Symphony Orchestra and year-round performances by outstanding guest artists, sponsored by the Civic Music Association, are enthusiastically supported throughout the area.

Equally well-received are music programs of the Indiana University extension division, the Great Books Symposium, and the exhibits of community and University art galleries. Serious drama and musical comedy presented by talented little theatre groups, by Saint Mary's College, and by Notre Dame add a year-round program of entertainment to the area.

Sports in the Valley area are important with ample outlets for the active participant and the enthusiastic fan. Industrial basketball, baseball, and softball leagues are active throughout the year, drawing thousands of participants and fans. The area boasts six fine golf courses with varied and interesting layouts to appeal to every golfer. Four of the courses are public links; two are private country clubs.

Bowling and tennis are also popular in the area, with public and private facilities available to meet every need. And the South Bend area has produced outstanding performers in almost every sport.

Fan interest is high for the nation's finest program of high school basketball with competition for the highly-prized Indiana State Championship often centered in the Valley area, 1953 holder of the coveted title. Notre Dame area fans are treated to the best in collegiate football and basketball competition featuring the top teams in the nation, and nearby Chicago offers major league professional sports.

Leisurely weekends, one-day trips and extended vacations in some of America's most refreshing vacation locales are right at hand in the beautiful Michigan-Indiana lake country surrounding the St. Joseph Valley.

Within less than an hour's drive are the boating and beaches of Lake Michigan, innumerable family lake resorts, vacation hotels, fine fishing spots, and a choice of outstanding facilities for sailing, swimming and just plain relaxation. Within easy driving distance are 15 Indiana state parks, recognized as one of the leading state park systems in the country.

Easily accessible by direct highway, rail and air transportation is the famed deer hunting, fishing and winter sports area of Western Michigan. Within a radius of 50 miles are more than 50 fresh water lakes. Nearly every vacation taste whether quiet or active, can be refreshingly filled at any time of year without tiresome trips and extended traveling time.

In addition to the two modern hospitals in South Bend the State of Indiana maintains a model children's hospital in the city and local residents are fortunate in having a skilled and adequate corps of physicians and dentists. An important part of the enviable health picture of the Valley is the South Bend Medical Foundation, where advanced medical laboratories and complete testing programs are immediately available.

Modern merchandising methods, convenient bus transportation and ample downtown parking make shopping in the South Bend area a pleasure for housewives. A number of modern department stores, specialty shops catering to metropolitan tastes and retail stores stocking merchandise comparable to the largest cities are located in South Bend.

In South Bend alone, for example, there are 1,500 retail stores, many of them concentrated in 41 blocks of downtown shopping and easily accessible by car or bus from all parts of the Valley area.

The Valley area has been found to be an excellent market for nationally known chain retailers, as well as for many independent local merchants of long standing. It is unnecessary for St. Joseph Valley residents to go beyond their own cities and towns to find most of the products necessary for pleasant home life.

Long known as the home of some of America's greatest industries, the Valley of Promise has now grown to the point where its ideal location and unusually fine facilities are available to new industry. At the center of a circle that includes the 34 million people of a seven state area within a 300 mile radius of South Bend, the St. Joseph Valley offers not only the material but the human resources necessary to successful business expansion.

With 80% of its population in manufacturing industries, St. Joseph County's 220,000 population presents new industry with skilled, intelligent workers trained by a fine school system for the most demanding tasks. The transient element in this reservoir of skilled labor is negligible in an area characterized by home-owning families.

The water and power and raw materials needed for every type of production are close at hand in the Valley of Promise, or easily accessible through every means of transportation—without burdensome complications faced by industries pioneering a new and untried area. Steel from the famous Gary mills and oil from the vast Calumet region, as well as other vital raw materials, are within less than 80 miles. The experience — and the success — of dozens of South Bend firms is a big part of th promise of St. Joseph Valley.

The utilities so important to industrial development are available in the St. Joseph Valley with facilities more than adequate for every foreseeable need. Plentiful electric power is supplied to the vicinity through the new Twin Branch steam-electric generating plant of the Indiana and Michigan Electric Company. This plant is the largest of its kind in the State of Indiana.

A recent resources survey by the Indiana State Conservation Authority showed the area's water supply to be ample for the needs of home and industry for many years to come. Deep artesian wells currently supply millions of gallons per day at a temperature of 50 degrees, ideally adapted to industrial use.

The vital maintenance and auxiliary services essential to the efficient and economical operation of any industrial plant are all immediately available in the South Bend area. Experienced firms in the consulting fields valuable to industry are also located in the area.

Tool and die shops and machine shops with extensive backgrounds in precision tooling work are supplemented by several firms specializing in experimental development programs for industry. Electrical supply and repair firms, millwrights and wholesale materials firms are plentiful.

A number of accounting firms serving businesses of all sizes are located in the Valley area as are personnel, engineering, design, advertising and public relations firms specializing in consulting services.

America's largest mint growing area and the famous fruit belt of Southern Michigan are both parts of the agricultural factor so important in the balanced economy of the St. Joseph Valley. Thousands of rich farms, averaging 75 acres, use the rich soil of the Valley to raise fruits, corn, mint, wheat and other grains, tomatoes and other truck crops. The Valley also provides fertile soil for extensive potato and onion farming.

The integrated and prosperous farm economy surrounding the industrial centers of the Valley is a vital complement to the economic well-being of the whole area. Crops, produce and livestock from nearby farms are shipped to all points of the nation and the city of South Bend is a natural trading center for thousands of farm families. In addition, products of the farms are made available to area residents in local markets and through a semi-weekly public market sale in a centrally-located farmers' market building.

AMERICAN TRUST COMPANY

The American Trust Company, only bank in South Bend to maintain its identity since its organization, celebrated its 50th anniversary in March of 1954.

American Trust has never changed its name, nor has it ever been merged with another financial institution. It always has been in the same location, "by the clock" at the northwest corner of Michigan Street and Washington Avenue.

The clock, as well as the bank, is a familiar landmark at the

The Bank by the Clock Welcomes You to South Bend.



SOUTH BEND'S MOST CONVENIENT BANK

SERVICES AVAILABLE

SAVINGS ACCOUNTS • MORTGAGE LOANS • BUSINESS LOANS
AUTOMOBILE LOANS • SAFE DEPOSIT BOXES • TRUST SERVICES

F.H.A. HOME IMPROVEMENT LOANS • PERSONAL LOANS

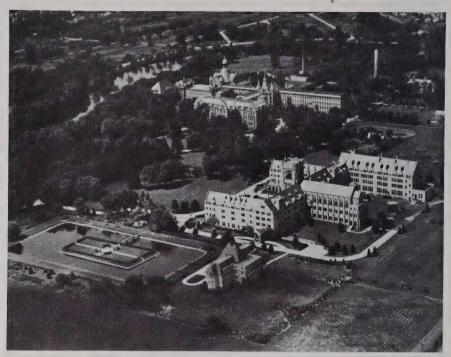
CONSUMER PURCHASE LOANS • CHECKING ACCOUNTS

AMERICAN TRUST COMPANY

MEMBER FEDERAL DEPOSIT INSURANCE CORP.

CORNER MICHIGAN & WASHINGTON STREET

BANKING HOURS 9 AM TO 5 PM
MONDAY THROUGH FRIDAY



ST. MARY'S COLLEGE FOR WOMEN

Michigan-Washington intersection. The bank purchased the outdoor clock in December, 1904, and has operated it continuously since then.

The clock was operated mechanically, with weights, until about 1934, when an electrical mechanism was substituted at a cost of more than \$2,000.

Organization of the bank got under way in July, 1903, when an option to buy was obtained on a three-story brick building at Michigan and Washington, owned by Mary A. Campau of Detroit. The structure, later purchased by the bank, was best known at that time as the Applegate Drug Store.

The original building was occupied until 1924, when it was torn down and the present three-story and mezzanine structure was erected. It has been remodeled several times since. The bank occupies the basement, main floor and mezzanine and leases the two top floors.

The bank was organized on the basis of a trust company charter with a capital of \$200,000 and a surplus of \$50,000. It entered the financial field in competition with six other banks. None of the six is in operation now under the same name. However, some of South Bend's other three downtown commercial banks represent a merger of the 1904 institutions.

Showing a steady growth through the years, the bank has increased its deposit total to \$21,269,993.52 as of December 31, 1953.

The first customer of the bank was Charles A. Carlisle Jr., son of the first president, who opened the first savings account. The first borrower was the University of Notre Dame, which obtained a loan of \$15,000 for one year at 5% interest.

THE NORTHERN INDIANA HISTORICAL SOCIETY AND MUSEUM

The Northern Indiana Historical Society was organized in 1895 and Incorporated in 1896. It was organized for the purpose of keeping a record of important events occurring is this part of the state. After accumulating many articles of historical interest, the Museum was opened to the public in February, 1907 in its present location in the Old Court House, which was erected in 1855.

As interest in old and antique articles increased, people began to present such articles to the Society, until today we have the finest museum in the State.

Literally thousands of people from the schools, history clubs and other organizations, and from the general public visited the Museum during each year. Hundreds of school children are securing a valuable visual education from the many articles displayed, applicable to their studies.

Visitors are always welcome and admission to the museum is free. It is open on Tuesdays, Wednesdays, Thursdays and Saturdays from 9:00 A.M. to 5:00 P.M.

Facts... about South Bend

ALTITUDE—The city of South Bend is 716.157 feet above sea level. AREA—South Bend covers an area of 20.582 square miles.

BANKS—Modern banking service, brokerage facilities and industrial credit agencies play an important role in Valley area. The banks have a total deposits of nearly \$200,000,000 with loans and discounts of approximately \$75,000,000. There are also several large industrial and retail loan concerns that have active offices here and stock brokerage firms with membership in the New York Stock Exchange, the American Stock Exchange, the Midwest Stock Exchange and the Curb Exchange are located here. The supplementary facilities of an active better business bureau, and reliable credit and collection agencies are also available.

More interesting facts on page 60.

Recreation Sports

Less than a century ago leisure was limited to the wealthy. They influenced the establishment of the first parks on the grounds of civic pride and cultural beauty, justifying them on the premise that they increased the value of nearby real estate. The recreation motive was not stressed as it was in the case of establisment of the first playgrounds. For many years playgrounds in parks were suffered rather than advocated. Park administrators in their zeal to protect park areas often fought off any attempt to establish ball fields, tennis courts, playground apparatus and any other artificial objects of active play.

On the other hand, advocates of playgrounds were quick to pick up the word "recreation" and expanded its meaning to include almost all human activities engaged in for the wholesome revitalizing effect which they may have on the individual.

These two great movements, the park movement and the play-ground movement, each developed its own concept of design, its own philosophy of purpose, its own advocates and its own appraisal of relative importance. Fortunately, the citizens of South Bend recognized the essential unity of purpose which must lead to a better, more intelligent public service, and placed the administration of both parks and recreation in the hands of a Board of Park Commissioners.

NATATORIUM

The program of the City Natatorium continues to grow. More time is being spent on groups that are anxious to acquire aquatic skill and more effort is spent in teaching lifesaving to improve the swimmers ability to help others in times of distress, in order to help out the national picture in drownings.

A Northern Indiana High School conference schedule has been adopted which helped in planning of the Natatorium program.

CITY LEAGUE SOFTBALL

The city league softball program is under the supervision of the Recreation Department. All games are played exclusively under the lights with practically all games on five lighted diamonds.

There are many things that go into the success of the operation of the city softball leagues. The organization and cooperation of the Umpires' Association is a great help to a successful year. The Recreation Department has always been fortunate to have the close cooperation of the Maintenance Department in keeping the diamonds in playable condition.

The city softball program provides recreation for nearly one thousand players in South Bend.

JUNIOR BASEBALL

Junior baseball continues to be one of the more popular activities of the summer recreation program and at its present size taxes to capacity our park facilities for this sport. Over sixteen hundred boys enroll for this sport.

The teams are grouped into five age brackets ranging from eight and nine year olds up to boys in the sixteen-nineteen age division with no limitation on the number carried on any one team's roster. The youngest group play but one game a week and are restricted to no more than four innings of play in any game. All other leagues are scheduled for two games a week and play five or seven innings depending upon their age.

From the point of view of numbers involved, games played, and of player and parental interest this phase of the recreation program is one of the best and if it continues to grow as it has in the past will require additional facilities.

SQUARE DANCING

Square dances are held weekly on the hard surfaced tennis courts at four of the parks. Recorded music is used.

The dances are open to adults, teen-agers and family groups. Special instructions for beginners is given to encourage non-dancers to get in the dancing fun.

Intermissions between square dances are used for social dancing, square dance instructions for beginners and for teaching some of the more simple round or couple dances.

Square dancing in the parks has become more popular each year, and while it is planned as a communityy recreational activity, many spectators as well as dancers follow the program from park to park.

TENNIS

The number of young boys and girls found on the tennis courts at all hours and their participation in junior tourneys has shown a marked increase over the past years. The South Bend Tennis Club always working in close cooperation with the Recreation Department sponsors a number of extra tourneys for the junior boys and girls to keep them on a busy program all summer.

HANDICRAFT

Handicraft is one of the popular activities of the summer recreation program. A two hour period is set aside each afternoon for this type of recreation. The crafts engaged in are braiding with "Gimp", wood tapping, painting on glass, clay modeling, making of belts, making of baskets, painting of plaques and figurines, making of plaster casts (model cars, scatter pins). making of potholders and



GAFILL OIL COMPANY SERVICE STATIONS

SOUTH BEND

Joe Mooney's D-X Service Washington & Lafayette South Bend, Indiana

E. H. Shafer D-X Service 2223 South Miami Ewing & Miami South Bend, Indiana

L. A. Keiser D-X Service 1536 South Main Indiana & South Main South Bend, Indiana

Murphy's D-X Service 627 East Jefferson Jefferson & St. Louis South Bend, Indiana

Ernie's D-X Service 2822 Western Avenue Western & Liberty South Bend, Indiana

Pedersen's D-X Service 1601 South Miami Miami & Indiana South Bend, Indiana

Dick & Bill's D-X Service 1610 L. W.W. L. W.W. & Wilbur South Bend, Indiana

K. O. Shafer D-X Service 627 L.W.W. L. W. W. & Scott South Bond, Indiana

Beam's D-X Service St. Louis & So. Bend Ave. South Bend, Indiana

Crowder's D-X Service 534 South Michigan South Michigan & South Street South Bend, Indiana

SOUTH BEND

Bringham's D-X Service 2222 South Michigan South Michigan & Ewing South Bend, Indiana

Horvath's D-X Service 1154 West Washington West Washington & Maple Street South Bend, Indiana

Sanders & Platt D-X Service 1538 Prairie Avenue Prairie Ave. & Indiana Ave. South Bend, Indiana

ROSELAND

Russ Huss D-X Service 103 Dixieway North Roseland, South Bend, Indiana

MISHAWAKA

Jim Markanaovich D-X Service 545 North Cedar Street Cedar Street & Mishawaka Avenue Mishawaka, Indiana

Bowen & Dycus D-X Service Logan Street & West Jefferson Mishawaka, Indiana

Powell's D-X Service 1231 L. W.W. L. W. W. & Logan Street Mishawaka, Indiana

DeMark's D-X Service 220 L. W. E. L. W. E. & Race Street Mishawaka, Indiana

GAFILL OIL CO.

Welcomes you to South Bend and extend their best wishes that your new home will be happy and that you will find every success. Elsewhere you will find a coupon which will give you the opportunity to familiarize yourself with our high grade DX Gasoline and courteous service.

For assured comfort this winter call us for the finest 2X heating oils. Prompt courteous personal service, using automatic metered delivery.

PHONES

3-9488

4-7231

AFTER HOURS

6-2655

GAFILL OIL CO.

511 LAFAYETTE BUILDING

mats, assembling of wren houses and rings and bracelets made of Indian beads.

All twenty of the playgrounds have special instruction in handicraft. This is part of the responsibility of one of the directors on each playground. The directors receive supplies and instruction at the weekly meetings held at the Park Administration Building.

PARKS

BELLEVILLE PARK contains nine acres of ground and is located at Evergreen Lane at Meadow Lane. This park contains playground equipment for the children.

BENDIX PARK contains a total of 38.5 acres. It contains a wading pool for the small fry, two softball diamonds and one hardball diamond. A building in this park has been released by the Bendix Corporation. It is known as the "N.Y.A. Building" and is used exclusively as an office by Army and Navy personnel who are working with the Bendix Corporation in the development of secret weapons. Tennis courts are also located in this park and in the winter they are flooded and used for ice skating. Bendix park is located at Olive Street at Westmore.

COQUILLARD PARK, located at Campau Street at Arthur, contains 7.16 acres of land. It contains a wading pool for the small fry, one softball diamond and two tennis courts, in the winter, are flooded and used for ice skating.

HARRISON PARK has four concrete tennis courts which, in the winter are flooded and used for ice skating. This park contains 10.39 acres of land and is located at Ford Street at Kentucky. There is also a wading pool for the small fry, one softball diamond and two baseball diamonds.

HOWARD PARK is the location of the Park Department office and of the general garage and storage buildings. There is also one softball diamond located there. This park is located at Jefferson Boulevard at St. Louis and contains 10.99 acres of land.

ERSKINE PARK a neighborhood playground and picnic area has been developed at this park. Also in this park is located a municipal golf course. The Erskine Golf Course. It consists of 120 acres of rolling land and is considered one of the finest municipal courses in the mid-west. This park and golf course is located at Miami Road at Ireland Road.

KELLY PARK contains a playground area, a shelterhouse and a softball diamond. This park is small, containing but 1.10 acres which is located at Howard Street at St. Peter.

KELLER PARK is located at Riverside Drive east of Sherman and contains 15.51 acres of land. A considerable amount of work has been done here in the developing a playground area and a ball diamond.

LEEPER PARK contains a playground area, eight clay

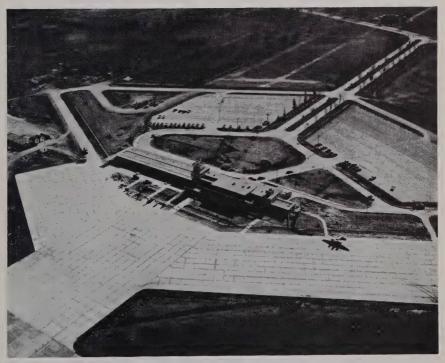
tennis courts, two hard surface tennis courts, one softball diamond and one baseball diamond. In the winter the tennis courts are flooded for ice skating. This is one of the larger parks, containing 25.72 acres of ground and located at Michigan Street at St. Joseph River.

LOMBARDY PARK contains four concrete tennis courts which are flooded in the winter time for ice skating. There is also a softball diamond and playground equipment located here. This park is located at Lombardy Drive at Ford and contains 11.72 acres of ground.

MUSSEL GROVE is located at Wilbur Street at Vassar and contains 17.26 acres of ground. Playground equipment, one softball diamond and one baseball diamond and four hard surfaced tennis courts are located here. In the winter the tennis courts can be flooded for ice skating.

PIERRE NAVARRE PARK consists of 22.6 acres and is located just south of the city limits on South Michigan Street. This park contains one softball and one baseball diamond plus four hard surfaced tennis courts.

POTAWATOMI PARK consisting of 62.18 acres of land, is located at Mishawaka Avenue at Greenlawn. It has been the center of attraction of all parks and playgrounds. Picnic tables are available



ST. JOSEPH COUNTY AIRPORT (BENDIX FIELD)

and thirty-four picnic ovens are available for advance reservations. There is also a wading pool for the smal fry, two softball diamonds and one baseball diamond plus four tennis courts which, in the winter are flooded and are used for ice skating. Band concerts are held during the summer season. The popularity of these concerts was attested by attendance in large numbers by our music loving citizens. The need for a permanent band shell to properly present these concerts and other outdoor events of a similar nature was apparent.

The stellar attraction at Potawatomi Park is the zoo. Although the display of animals and birds is small the public never seems to tire of viewing them.

Also located at Potawatomi is the greenhouse which supplies flowering plants for all of the flower beds in City parks and also for certain other city-owned locations. It is also the location of two free annual flower shows.

PULASKI PARK is one of the smaller parks located at Arnold Street, one-half block south of Western. It contains but 6.32 acres. However, there is playground equipment, a wading pool for the small fry, one softball diamond and one baseball diamond.

STUDEBAKER PARK contains a nine hole municipal golf course, and four tennis courts which are flooded for ice skating in the winter time. This park is located at High Street at Dayton and contains 9.73 acres of land.

WALKERFIELD PARK is located at Ewing Avenue at Walnut and contains 8.33 acres of land. It has a wading pool for the small fry, playground equipment, four tennis courts which are flooded in the winter for ice skating. There is also a softball diamond and a baseball diamond located here.

Some of the smaller parks located in South Bend are LINCOLN PARK, MARQUETTE PARK, McKINLEY PARK, MEMORIAL PARK, OLIVER PARK, RILEY PARK and SCHOOL PARK. They all contain baseball or softball diamonds plus some playground equipment for the children.

HOSPITALS

Children's Dispensary & Hospital Ass'n 1045 W. Washington Av.
Healthwin Hospital
Memorial Hospital of South Bend 604 N. Main St.
Northern Indiana Children's Hospital 1234 N. Notre Dame Ave.
St. Joseph Hospital
South Bend Osteopathic Hospital



Two thousand volunteers each year tell the exciting story of St. Joseph County's health, welfare, and recreationl agencies serving under the banner of the United Fund, to thousands of other volunteers . . . the volunteer givers. United Fund in our country is unique because it's the people, who govern, plan and carry out the program of those organizations dedicated to helping the people.

All segments of our population are working together, as a team, for the benefit of all citizens living within the boundaries of our County.

Here at the headquarters of the United Fund of St. Joseph County is the switchboard thru which all the functional arteries of this important network are channeled. Here, the United Fund wraps up in a once-a-year effort, the thirty-two important appeals serving the people.

The United Fund of St. Joseph County has one of the smallest administration costs percentagewise in the country. The campaign costs are 3.3% and the administration costs 2.5% or a total of 5.8%.

One campaign, instead of many, substantially reduces both administration and campaign expense costs. It eliminates the bewildering number of requests to the contributor and the exhaution of volunteer manpower needed to conduct independent campaigns.

Since social service agencies for the sole purpose of serving those who need assistance, there is no valid reason why any person needing service should be denied these services.

The United Fund itself is not intended to give direct help to individuals. It is a central fund-raising and budgeting organization only. It does urge that any report of lack of agency service be brought to the attention of its referral department. Mistakes, of course, are possible but every attempt is made to guard against them.

A good policy is to give in the community where people are employed. Such contributions help the programs that transcend boundary lines such as the Cancer program, Red Cross, USO, Heart Foundation, etc. People have a responsibility to give where they earn their livelihood. The services provided are essential to a

healthy, properous community.

Prosperous times in a community do not make sick people well, old people young or crippled children sound of body. Prosperity in industry brings increased population to a community accentuating the housing problems, family relationships, child care and adequate recreational facilities for children and adults. Contrary to popular opinions, during times of prosperity the demands on locally supported agencies increase.

The United Fund has an open door policy and will consider for membership any agency working within the County that meets certain accepted standards. However, no one campaign can possibly include all of the demands on a contributor's dollar. The United Fund is not an official agency and cannot force organizations to join against their wishes. The United Fund does conduct a joint campaign for 32 major cooperating agencies, and no donor will be asked to contribute for additional current expenses for any of these major agencies.

All major cooperating agencies of the United Fund submit detailed budgets and program plans to a citizens committee of eleven, who scrutinize carefully their entire operation. These budgets are held to a minimum and no unecessary items are approved. Members of this committee, which is composed of representatives from labor, management and clergy, certify that each agency is doing a worthy job and deserves full support.

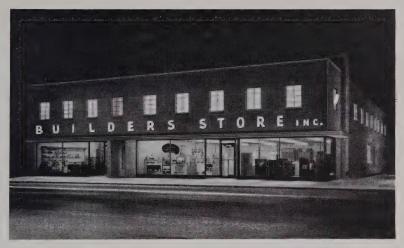
This year's slogan for United Fund is ONE GIFT FROM YOU HELPS THIRTY-TWO.

The United Fund movie "Operation 32" is the exciting story of democracy in action in America . . . in St. Joseph County, Indiana. It is a ten minute, color, 16mm film produced under the direction of the UF Public Information Committee. It is available to firms, club groups, organizations of all kinds and Churches.. A projection machine, screen and operator can be provided for those groups having no such facilities available.

Actually filmed in the agencies of the United Fund of St. Joseph County, Inc. more than 100 men, women and children in this area appear in this locally produced color motion picture.

As the scenes unfold, you will see beautiful views taken in both South Bend and Mishawaka . . . you will hear the inspired singing of the Notre Dame University glee club . . . you will see a happygo-lucky group of Boy Scouts . . . handicapped adults getting a "chance, not charity" . . . children playing on the playground . . . receiving medical and dental care . . . an elderly patient and scores of others who benefit from United Fund Services.

If you have any questions about United Fund or a member agency do not hesitate to call at their office at 111 N. Layfette Boulevard or phone them and get the information you need.



ONE STOP SHOPPING CENTER FOR HEATING

OIL ● GAS ● COAL ● ELECTRIC

24 HOUR SERVICE FOR OUR CUSTOMERS

AIR CONDITIONING

GAS AND ELECTRIC APPLIANCES

HARDWARE • HOUSEWARES • PAINTS

GIFTS • LAWN SUPPLIES • TOYS

GARDEN SUPPLIES • RENTALS

WATER HEATERS • INCINERATORS

DO IT YOURSELF MATERIALS

FREE DELIVERY . LAY-A-WAY . HANDY CHARGE

SERVING MICHIANA SINCE 1935

BUILDERS STORE, INC.

1319 MISHAWAKA AVE.

SOUTH BEND PHONE 7-1528

FREE PARKING

The following is a list of the organizations included in the united campaign and the services they perform in our community.

AMERICAN RED CROSS

The American Red Cross Chapter of St. Joseph County is located at 505 N. Layfette Boulevard. It has two primary responsibilities; service to servicemen, disabled veterans, and their dependents; and disaster preparedness and relief. In connection with these programs, the Chapter carries on activities in Volunteer Services, the Red Cross Blood Program, Nursing Services, First Aid, Accident Prevention, Water Safety, Junior Red Cross and College Activities.

BOY SCOUTS OF AMERICA

Scouting is merely an investment in our youth to insure qualified leaders for our community for tomorrow. It is the process of making men out of boys. It is a program of character building and citizenship training through interesting, worthwhile things for boys to do in their leisure time.

The whole program is built around the Scout oath: "On my honor, I will do my best to do my duty to God and my Country, to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight."

Scouting knows no race, no creed or class. We find troops in the Catholic Parish, Jewish Synagogue, Protestant Church and in the schools. It serves the rich as it serves the poor and is available to farm or city boy alike.

Scouts pay a small registration fee which goes to the National Council of Boy Scouts of America to carry on its over-all program.

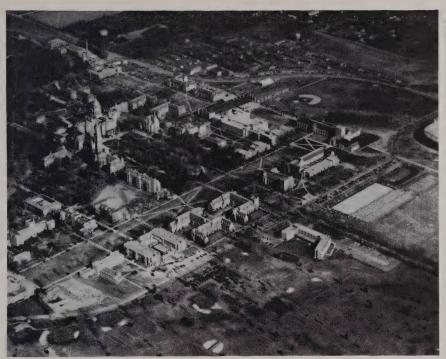
Cubbing is a leisure time, character influencing program for boys of eight, nine and ten years of age. It provides activities which appeal to the boy, and gives him a chance to develop habits and attitudes which are so essential to good citizenship. It is a home centered program, under the supervision of the parents, den mother, and pack officials. Its aim is to teach the boy educational crafts, ideals, recreational games, and to prepare him for Boy Scouting.

At the age of eleven years the boys are transferred to Scouting. Here the boys learn outdoor skills or camping and woodcraft with their buddies under the leadership of a Scoutmaster. They continue in Troop Scouting until they are eighteen or transfer to the Explorers when they are fourteen. Exploring is a more adventurous program.

The Scouting Program in South Bend is one of the Services of the United Fund. Further information about Scouting, such as the location of the various Packs and Troops, can be secured by contacting the Boy Scout Headquarters at 208 N. Ironwood Drive.

ST. JOSEPH COUNTY CANCER SOCIETY

The Cancer Society furnishes hospitals with cancer detection equipment and conducts an educational campaign in schools, indus-



AERIAL VIEW OF NOTRE DAME

tries, clubs and organizations. It has a free loan cupboard of sick room supplies for home care of cancer patients, gives emergency aid and maintains a cancer detection program.

The St. Joseph County Cancer Society is located at 501 N. Main Street in South Bend.

THE CAMPING FUND

The Camping Fund office is located at 111 N. Lafayette Boulevard. This Camping Fund for underprivileged children is a special service providing camperships to children in St. Joseph County who would otherwise be unable to attend camp. The grants permit a regular two-week period at camp for each child whose application is accepted.

CAMP FIRE GIRLS

The Camp Fire Girls provides leisure-time activities to girls between seven and eighteen years of age. Their program stresses home-making, high ideals, health, fun and friendship. During the summer they operate an eight-week camp which is well attended.

The Camp Fire Girls office is located at 207 Christman Building in South Bend.

CATHOLIC CHARITIES

Catholic Charities, located at 3211/2 South Michigan Street in

South Bend, helps hold families together and aids in solving difficulties. It is an authorized agency for the care of unmarried mothers. It is also a child placing agency licensed by the State of Indiana.

CHILDREN'S AID SOCIETY

At the Children's Aid Society the 105 boys and girls that fill the home to capacity range from six year old children to adolescents, who need character training as much as they need the food and shelter the Home provides. Contrary to popular opinion, few of the youngsters are true orphans. One or both parents of nearly all the boys and girls are living, but are either unfit or unable, because of circumstances, to provide a suitable home for their children.

The Children's Aid Society, located at 1141 Lincolnway West, does child placing, adoptive and foster home finding and assists in rehabilitation.

CHILDREN'S DISPENSARY

The Children's Dispensary is located at 1045 W. Washington on a County wide basis, conducts free Medical and Dental Clinics for children from the age of birth to sixteen years of age. The service is available to all children whose parents are financially unable to pay for private medical or dental care, or who are not eligible for such services under any established public assistance program.

The Children's Dsipensary is located at 1045 W. Wahington Avenue in South Bend. Thirty-nine dentists and thirty-seven physicians contribute their skill to care for the children in low income families. Many hundred individual cases are attended by this organization each year.

CIRCLE OF MERCY DAY NURSERY

At the Circle of Mercy Day Nursey, care for children of working mothers during their hours of employment is provided. It offers complete social and physical training for children from two and one-half to ten years of age, and has a capacity of twenty-four children.

The Day Nursery is located at 136 South Chapin Street.

COUNCIL OF COMMUNITY SERVICES

The Council of Community Services, located at 111 N. Lafayette Boulevard, is a voluntary assocation of individuals and over one hundred agencies, civic and professional organizations interested in joint planning, coordination, study and action to improve services and meet the needs of St. Joseph County in the social welfare, education-recreation and health fields.

FAMILY SERVICE

Personal and family counseling to individuals and families is the major object of this Agency.

This United Fund Agency offers service to families with marital problems, difficulties between parents and children, personal problems of children, adolescents, or adults, and with budgeting and financial planning. Help is also given in planning with unmarried mothers, with persons needing help in finding suitable employment because of physical or emotional handicaps, and with the aged and other persons needing to make changes in living arrangements because of lowered income or poor health. Referrals come from school principals and deans, ministers, doctors, personnel directors, friends and neighbors.

The Family Service Bureau is located at 111 N. Layfette Boule-

vard in South Bend.

GIRL SCOUTS OF AMERICA

There is something very fine about a Girl Scout! The Girl Scouts provide a leisure time, character building program for girls seven through seventeen years of age. The girls are divided into troups of compatible age, interest, and development, and under the leadership of qualified adult volunteer. Each girl is helped to realize the ideals of womanhood and to prepare for her responsibility in the home and the community. Troop activities include homemaking, community life, sports and games, nature and the out-of-doors, camping, literature, dramatics, music and dancing, arts and crafts, self-government, health, and safety.

The promise and laws are accepted by all members the world over as their code to live by and indicate the qualities of character that the movement seeks to develop, such as loyalty, friendliness

and helpfulness.

Any girl, regardless of creed, race or color may be a Girl Scout after she has made her promise, learned her laws and paid her dues.

The girls are organized into smaller groups called troops. The Girl Scout program is divided into three groups: The Brownie program for girls from seven to ten years of age, the Intermediate program for girls from ten to fourteen years of age and the Senior program for girls from fourteen to seventeen years of age.

The Girl Scout Council recruits and trains volunteer personel, maintains program standards, extends opportunities for member-

ship, and provides a variety of camping opportunities.

The Girl Scout office is located at 213 South Main Street in Mishawaka, Indiana.

GOODWILL INDUSTRIES

Located at 316 South Chapin Street, Goodwill Industries provides employment, vocational training, rehabilitation services and opportunities for personal growth for handicapped persons, regardless of race, color or creed. Repairable clothing and household items, solicited throughout St. Joseph County, are repaired in their plant at the above address by handicapped workers and then offered for sale through their retail outlets thereby becoming eighty-five percent self-supporting.

HERING HOUSE COMMUNITY CENTER

Hering House is a community center that works with Negro

youth and adult for the development of character and leadership through supervised recreational and educational activities. This center is located at 726 West Western Avenue in South Bend.

HOSPITALIZATION FUND

The Hospitalization Fund for the needy assumes financial responsibility for payment of specific needy individual hospital cases that are not a legal responsibility of the Department of Public Welfare, the Township Trustee or other health and welfare agencies. The office for the Hospitalization Fund is located at 111 N. Lafayette Boulevard.

INDIANA HEART FOUNDATION

The Indiana Heart Foundation, affiliated with the American Heart Foundation, demonstrates the fact that scientific research is the corner stone of the Heart program. It conducts a vigorous lay educational program to eliminate fears and misconceptions concerning heart impairments replacing anxiety with knowledge, and also conducts an interpretive educational program.

LEGAL AID SOCIETY

The Legal Aid Society of St. Joseph County furnishes free legal aid, advice and consultation to all persons living in the County unable to pay for a private attorney. Their offices are also located at 111 N. Lafayette Boulevard.

NATIONAL APPEALS

National Agency Appeals include the National Social Welfare Assembly, a voluntary organization of all major national agencies designed to bring efficiency in service program among these groups and to prevent overlapping of services; the National Probation and Parole Association, an organization which works to improve standards and services in probation and parole, juvenile detention and Councils of America, a service organization to assist local agencies in the planning and promotion.

SALVATION ARMY

Few persons realize the wide scope of service performed by the Salvation Army, located at 504 S. Carroll Street. It aids the homeless and helpless. It has a way of finding the person on a low rung of life's ladder and helping him to win back his self-respect and find a new meaning in life.

Spiritual guidance of families and individuals having no church affiliation is but a part of the functions of this agency.

The scope of the United Fund includes helping the transient and traveler that becomes temporarily stranded in our County and the Salvation Army each year render service to over eighteen hundred such cases.

The Salvation Army does more than just aid the transient. Its family service division is constantly working with families aiding

Television and Radio

Sales - Service Antennas



8 YEARS IN TELEVISION

Phone us for free inspection and adjustment of your Television set.



AUTO RADIOS REPAIRED

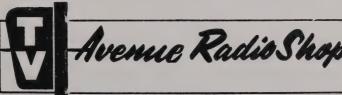


PHILCO - RCA MOTOROLA ADMIRAL

ALL MAKES SERVICED

OPEN EVENINGS TO 9 P.M.

Phone ATlantic 7-5501



1518 Mishawaka Avenue



FAMOUS COUNCIL OAK

them to unravel problems; it helps unmarred mothers and gives sevice to those confined in jail; it aids in locating missing friends and relatives. It also has a full time youth program.

ST. JOSEPH COUNTY ASSOCIATION FOR MENTAL HEALTH

The St. Joseph County Association for Mental Health offers a low cost service to those in need of, but unable to afford private psychiatric and psychological care. Patients are usually accepted on referrals from physicians, public and private social agencies and from schools.

SOCIAL SERVICE EXCHANGE

The Social Service Exchange maintains a central index which makes available to agencies local records listing assistance given to families and individuals. It aids in preventing duplication of effort and facilities, rapid and thorough service through the agency to which application is made. The office for this Exchange is located at 111 N. Lafayette Boulevard in South Bend.

ST. JOSEPH COUNTY HEARING SOCIETY

The Hearing Society of St. Joseph County is aiding both the child and adult afflicted with hearing problems. It gives lip reading, speech correction, auditory and curricular training to pre-school and school age children. It conducts a rehabilitation program including adult lip reading, helping the individual take his place in society and retain or gain employment. Hundreds are helped through the facilities of this agency.

UNITED DEFENSE FUND

The United Defense Fund office is located at 111 N. Lafayette Boulevard.

The USO is a "home away from home" for men and women in service. Today, it is operating 257 clubs and lounges at home and overseas. It also helps support the United Community Defense Service, American Social Hygiene Association, National Recreation Association and the United Seaman's Service.

VISITING NURSE ASSOCIATION

Imagine what it means to the aged and bed-ridden to have the skilled medical care of the Public Health Nurse right in their own home.

And the new mother and baby, upon their return home from the hospital, finds the Public Health Nurse an understanding counselor with many short cuts for home health care and housekeeping.

Nursing care is perhaps the oldest of social services.

Graduate public health nurses provide skilled bedside nursing and maternity care in the home. They work under the supervision of a physician. This service is available to anyone regardless of financial condition. A nominal fee is charged for this service, but numerous services are given in homes of low income families, entirely free of charge.

The Public Health Nursing office is located at 321 Lincolnway

West.

YOUNG MEN'S CHRISTIAN ASSOCIATION

The South Bend Young Men's Christian Association is located at 236 South Main Street. It offers a home away from home. Residents of the YMCA are entitled to all social and full privileges of membership. The Y conducts a complete program to serve all members of the family. It is a place for individuals and groups of every age to share and enjoy fellowship, sports, games, educational, spiritual and social activities. Here, at the House of friendliness, you will find the program and activity of your choice.

Through its many clubs, adult education classes, industrial classes, athletics leagues and education forums the YMCA is pre-

forming an invaluable service to St. Joseph County.

CLUBS

BUSINESS MEN'S CLUB includes privileges of Social and Senior memberships and in addition steam room, private club quarters, private locker, exercycle, and rowing machine, unlimited towel and soap.

Y'S MEN'S CLUB is a service club, devoted to the interest of the principals and ideals of the YMCA and its Work.

PHALANX is for young men dedicated to the promotion of the

causes of Peace, Liberty and Justice in human relationship.

TOASTMASTERS CLUBS are for the improvement of members in the art of speech, both in conversation and in public address. To assist as a means of increasing their usefulness in Business, Social and Civic relationships.

RIFLE AND PISTOL CLUBS promote sportsmanship and further the sport of competitive shooting and marksmanship; also to teach safety of fire arms and conservation.

TABLE TENNIS CLUB provides members with a healthful and entertaining physical program where young and old, big and small, girls and boys, can meet on equal footing.

TRIANGLE SQUARE DANCE CLUB was orginated for the purpose of providing opportunity for men and women to square dance.

CAMP EBERHART is one of America's outstanding camps for boys and girls, owned and operated by the South Bend Y M C A. Located at Corey Lake, Michigan, the camp owns 128 acres of field and beautiful woodland with over a mile of shore line.

BOYS' DIVISION provides special programs for South Bend boys to enjoy. Keeps them busy healthfully, mentally, spiritually, and physically.

Some of the other activities provides at the Y M C A are the Michiana Industrial Club, Chess Club, YM & YW Dance Club, Senior Citizens and World Service. Come to the Y and check on the various activities.

YOUNG WOMEN'S CHRISTIAN ASSOCIATION

There were no 3-D movies when groups of women were holding regular meetings in newly-formed Young Women's Christian Associations. Their purpose was to provide for the "temporal, moral, and religious welfare of young women who were dependent on their own exertions for support." YWCA activities grew out of the concern felt by thoughtful Christian women for the urgent needs of those younger than they, who were self-supporting, without home ties, and needing friends.

Today YWCA program has become more varied, but the purpose remains unchanged. It is to give strength, meaning and inner security to individuals in a broad program of action and to bring girls and women together to work on their common problems and interests.

The YWCA is a membership organization of women and girls of all races, heritages and creeds, operating in 69 countries of the world. Membership in South Bend or elsewhere is required for participation in various activities. One may choose to be a member only, or an Elector with the privelege of voting, working on committees and participating in the Electors Assembly.

Dues are \$1.50 per year for women over 17 years of age, and .50 per year for girls under 17. Men become associates and pay \$1.50 per year.

There are many things to do inside the YWCA. Young mothers come to learn, to discuss common problems, to relax and enjoy their children. The YW is a home away from home for 118 girls who find security, comfort and friends in the YWCA residence. The Modern Mrs. Club of young-minded married women meets the 2nd and 4th Wednesday nights of each month, also plans trips and special programs away from the YWCA. Volunteers help in many ways to enrich the YWCA program and make it possible for us to serve a much larger group in the community. If you have a special interest in any part of our program and would like to share your time, talents and thinking with us, please call us.

FACTS ABOUT THE SOUTH BEND PUBLIC LIBRARY

The South Bend Public Library consists of the Main Library, five branches and a Bookmobile. At the end of 1953 there were 177, 025 volumes in the Library system and it carried 35 newspapers and 643 magazine subcriptions. The Library also has a lending collection of 300 long-playing phonograph records of classical and semi-classical music.

The special services offered by the Main Library, located in the heart of the downtown shopping district at South Main and Wayne Streets, include a Young Adult Room, which offers a well-



BENDIX PRODUCTS DIVISION BENDIX AVIATION CORP.

selected group of books to bridge the gap between the Children's Room and the adult book collection; a Local History and Document Department which specializes in books, pamphlets and clippings about South Bend and the vicinity and contains a microfilm file of the complete run of the South Bend Tribune from its beginning, two microfilm reading machines and a ceiling projector for bedridden readers; the central Children's Room and the Adult Department; and the Child Study Room which contains material especially selected for the use of parents and teachers.

The five branches and the Bookmobile serve both adults and

children in community areas throughout the city.

The Library presents numerous radio programs. "Adventures in Reading" is a weekly adult book review program while "Readers' Review", another adult program is presented once each month. "Story Book Time" is the children's program which is presented every Saturday morning. Pre-school story hours, a boon to mothers, are held regularly except during the summer in both the Main Li-

brary and the branches.

The branches are conviently located in several sections of the city and a Bookmobile serves those areas not conveniently covered by the branch libraries. The business and Industrial Department, located in the downtown commercial center near the central library, offers specialized library reference service to businessmen. The collection of 9,316 voumes includes books in the pure and applied sciences, mathematics, business, technology and industry. There are also 200 current magazines devoted to these fields and the Department has a large collection of out-of-town telephone directories which is used extensively by many firms in the city.

Free library service is available to residents of South Bend.

The location and hours of the Library and its branches are:

Main Library at South Main and Wayne Streets

Monday — Fridays 9 am to 9pm Saturday 9 am to 6 pm Children's Room and Child Study Room Monday — Friday 9 am to 8 pm Saturday 9 am to 6 pm

Business and Industrial Department at 114½ W. Wayne Street Monday — Friday 9 am to 9 pm

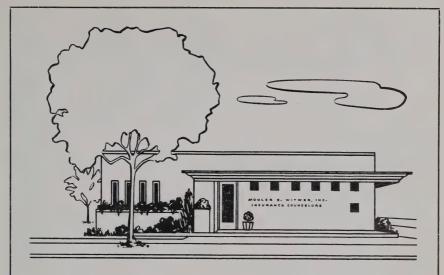
> Western Branch Library, 1924 Western Avenue River Park Branch Library, 2228 Mishawaka Avenue Virginia M. Tutt Branch Library, 2009 Miami St. LaSalle Branch Library, 2315 Lincolnway West

Hours for the above libraries:

Monday and Thursday 9 am — 8 pm Tuesday, Wednesday, Friday and Saturday 9 am to 6 pm Prairie Avenue Branch Library, 1601 Prairie Avenue

Monday, Tuesday, Wednesday 9 am to 5:30 pm Friday 12 noon to 7:30 pm

Saturday 9 am to 12 noon



DRIVE - IN - SURANCE

A COMPLETE INSURANCE SERVICE AT ONE STOP FIRE - MARINE - AUTOMOBILE - CASUALTY - BONDS

GROUP PLANS - LIFE - HEALTH and ACCIDENT

- W ULTRA NEW BUILDING
- * HANDY NEW LOCATION
- ★ PLENTY OF PARKING SPACE
- * CONVENIENT NEW MODERN FACILITIES

ALL FORMS OF INSURANCE INCLUDING LIFE

MOHLER S. WITWER

ROBERT D. SWEITZER HOMER L. LONGBRAKE

MOHLER S. WITWER, INC.

413 WEST JEFFERSON

PHONE 8-2561

Churches

AFRICAN METHODIST EPISCOPAL
Olivet A.M.E. Church
First A.M.E. Zion Church 810 N. Eddy St
Grace A.M.E. Zion Church
ASSEMBLY OF GOD
South Bend Gospel Tabernacle
BAPTIST
First Baptist Church
Greater Friendship Church 145 Falcon St
Macedonia Baptist Church 1301 Catalpa St Mt. Olive Baptist Church 717 S. Scott St
New Salem Baptist Church 215 S. Camder
Pilgrim Baptist Church 116 N. Birdsell St
River Park Baptist Church 1217 S. Logan St
St. John's Baptist Church 1601 Liston St
Stewart Memorial Baptist Church 431 Dundee (S.)
BRETHREN
Sunnymede Brethren Church E. Bronson & Belmont Sts
First Brethren Church
CHURCH OF THE BRETHREN
First Church of the Brethren Miami & Indiana Ave.
Second Church of the Brethren Van Buren & Cushing
CHRISTIAN SCIENCE
First Church of Christ, Scientist
CHURCH OF CHRIST
Church of Christ
River Park Church of Christ
CHURCH OF GOD
Pennsylvania Church of God Pennsylvania Ave. & Rush St.
Southside Church of God
CHURCH OF GOD, ABRAHAMIC FAITH Hope Chapel
CHURCH OF GOD IN CHRIST
Bethel Tabernacle 129 N. O'Brien
Temple Church of God in Christ 1523 W. Washington St.
East Side Church of God in Christ 1509 Burns St.
Dinan Memorial
CHURCH OF THE NAZARENE
First Church of the Nazarene Harrison & Lindsey Sts.
CONGREGATIONAL CHRISTIAN
Community Church



LEEPER PARK BRIDGE & ST. JOSEPH RIVER 934022

First Christian Church	316 S Main St.
Indiana Ave. Christian Disciples	
	Indiana Ave. & St. Joseph St.
	indiana Ave. & St. 30seph St.
EPISCOPAL	
Holy Trinity Episcopal Church	Prast & N. Olive Sts.
St. James Episcopal Church	
EVANGELICAL UNITED BRETHRI	
All Saint's Evangelical United Br	
	Ewing Ave. at High St.
Broadway Evangelical United B	
22000	312 E. Broadway
Central Evangelical United Breth	nren Church
0 0	608 S. St. Joseph St.
First Evangelical United Brethren	
Grace Evangelical United Brethr	
Class Evangeron Carron Earline	Lincolnway W. & Walnut
Southlawn Evangelical United B	
Doddina wir Ziyanganaa amaa z	6220 S. Michigan
Maple Lane Evangelical United B	
maple Bane Byangenear emice I	1635 Maple Lane
THE PROPERTY OF THE PROPERTY O	M.
EVANGELICAL MISSION COVENA	NT

DISCIPLES OF CHRIST

Evangelical Covenant

..... Main and Monroe

EVANGELICAL AND REFORMED St. Peter's Evangelical & Reformed Church
W. LaSalle & William Sts. Zion Evangelical & Reformed Church 235 S. St. Peter St.
GREEK ORTHODOX
St. Andrews Greek Orthodox Church Jefferson & William
HOLINESS 211 F Object
Full Gospel Memorial Church
Church of Spiritual Faith
INTERDENOMINATIONAL
Highland Park Interdenominational Church 2100 Prairie Ave.
JEWISH ORTHODOX
Congregation Hebrew Orthodox
Congregation Sons of Israel
JEWISH REFORM
Temple Beth-El
LATTER DAY SAINTS
Church of Jesus Christ of L.D.S. (Mormon) W. Angela Blvd.
LUTHERAN
Gloria Dei Lutheran Church Haney & Carroll Church of Our Redeemer 29th & Wall St. Bethany Evangelical Lutheran Church 701 S. Edson St. Paul's Lutheran Church Harrison & Van Buren Emmaus Lutheran Church Milton & Dale Holy Trinity Lutheran Church Sherman & Lindsey
METHODIST
Epworth Memorial Methodist Church Lincolnway W. & Olive First Methodist Church 325 N. Main St. Grace Methodist Church 760 S. Michigan St. Immanuel Methodist Church 1620 S. Catalpa Ave. Lowell Heights Methodist Church 719 N. Notre Dame Ave. River Park Methodist Church 920 S. 23rd St. St. Paul's Memorial Methodist Church 920 S. 23rd St. St. Paul's Memorial Methodist Church Colfax & LaPorte Ave. Stull Memorial Methodist Church 2421 S. Michigan St. Trinity Methodist Church 1211 Vassar Ave. Monson Chapel Western Ave. R. D. United M.E. Methodist Church 205 S. Kentucky First Wesleyan Methodist Church 3702 S. Michigan PILGRIM HOLINESS CHURCH
Pilgrim Holiness Church
POLISH NATIONAL CATHOLIC
St. Mary's Holy Rosary Polish Catholic Church 1614 W. Sample St.

PRESBYTERIAN Hungarian Presbyterian Church Washington & Cherry Sts. Ridgedale Presbyterian Church 1400 E. Ewing Ave. Sunnyside Presbyterian Church 115 S. Francis St. Westminster Presbyterian Church 621 Lindsey St. ROMAN CATHOLIC Christ the King Roman Catholic Church 2285 Dixieway North Church of the Sacred Heart Roman Catholic 1130 West Thomas St. Holy Cross Roman Catholic Church 1520 Vassar St. Holy Family Roman Catholic Church 303 S. Mayflower Road Little Flower Roman Catholic Church 1738 E. Warrick St. Our Lady of Hungary Roman Catholic Church 829 West Calvert St. St. Adalbert's Roman Catholic Church (Polish) 2420 Huron St. St. Anthony De Padua Roman Catholic Church 206 N. Hawthorne Drive St. Augustine Roman Catholic Church 1561 W. Washington St. St. Casimir's Roman Catholic Church 1308 Dunham St. Hodwie's Roman Catholic Church (Polish)

10 Ua	Heavig S Roman Camone Chare		
		331 S. Scott St	f-
		331 D. DCOTT D	0.
	0 1! 01 1	ooc Month Hill C.	+
St	Joseph's Roman Catholic Church	ZZb North fill S	U.
		257 East Hildebrand St	L
CI	T. I. Damen Catholia Church	257 East Hildenrand S	1.

St. Jude Roman Catholic Church 257 East Hildebrand St. St. Mary's Roman Catholic Church 431 South Taylar St. St. Matthews Roman Catholic Church 1701 Miami St.

St. Patrick's Roman Catholic Church 309 Taylor St.

St. Stanislaus Roman Catholic Church (Polish)

415 N. Brookfield St.

St. Stephen's Roman Catholic Church 1022 W. Thomas St.

SALVATION ARMY CITADEL

SERBIAN ORTHODOX

St. Peter & Paul's Serbian Orthodox Church

1630 S. Kendall St.

UNITED PENTECOSTAL CHURCH

Christ Temple 2301 Elwood Ave.

CLUB LUNCHEON'S DAY AND HOTEL

Association of Commerce, Monday noon, Alternating La Salle and Oliver Hotels. Rotary Club, Wednesday noon, Oliver Hotel. Lions Club, Tuesday noon, Hoffman Hotel. Kiwanis Club, Wednesday noon, La Salle Hotel. Exchange Club, Friday noon La Salle Hotel. Optimist Club, Tuesday noon, La Salle Hotel.

Transportation 2

AIRLINES	
American Airlines Inc.	Bendix Field
Flying Tiger Line Inc.	410 E. Tutt
Lake Central Air Lines	Bendix Field
Trans World Airlines Inc.	St. Joseph County Airport
United Air Lines	Bendix Field
St. Joseph County Airport	Lincoln Way West Road
BUS LINES	
ABC Coach Lines	117 W. Western Ave.
American Trailways	322 E. Jefferson Blvd.
Cardinal Buses Inc.	117 W. Jefferson Ave.
Indiana Motor Bus Lines	117 W. Western Ave.
Continental Trailways	322 E. JJefferson Blvd.
Indian Trails	117 W. Western Ave.
Indiana Motor Bust Lines	117 W. Western Ave.
Middleburg Bus Line	1837 O'Brien St.
Northern Indiana Transit Inc.	105 E. Washington St.
Trailways Bus Depot	322 E. Jefferson Blvd.
	A A TO TATE A TATE A

RAILROADS

Candadian National Railways 326 W. South Chicago South Shore & South Bend Railroad Co. 301 N. Michigan Grand Trunk Western Railroad Company 326 W. South St. Indiana Northern Railway Company 1421 S. Walnut New Jersey, Indiana & Illinois Railroad Co. 502 Lafayette Bldg. New York Central System 326 W. South St. Pennsylvania Railroad Company 701 S. Main St. South Shore Line 301 N. Michigan Wabash Railroad Company 502 Lafayette Building

Union Bus Terminal 117 W. Western Ave.

TRAFFIC INFORMATION

As newcomers to South Bend and perhaps the State of Indiana, there are new friends to be made, new procedures and services to be integrated in your new routine of living.

Upon establishing state residence you are to register your motor vehicle with the Indiana Motor Vehicle Department, and make application for Indiana driver's license. Proper forms are obtainable at the South Bend Police Department. While at the Department check on Indiana's Safety Responsibility Law and your ability to meet its insurance requirements.



COMPLETE **SEWER** AND ALL

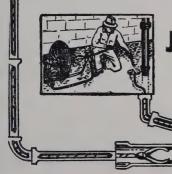
HOUSEHOLD DRAIN **CLEANING** SERVICE

SOUTH BEND'S

FULLY EQUIPPED AND FULLY EXPERIENCED SPECIALIST

TOO LARGE OR TOO SMALL

Gree Estimates -No Obligation



J. B. FLECK & SONS

Serving South Bend for 43 years

434 FELLOWS ST.

PHONE 7-3737

If you have changed your name or address in the state you must notify the Bureau of Motor Vehicles, State House, Indianapolis, Indiana, within two days. Give your license number, the name and address shown on your present license and your new name and address.

The speed limit for South Bend is 20 MPH in business districts and 30 MPH in residential districts. On the open highways in the State of Indiana busses are not to go over 50 MPH at any time. However, regular passenger cars may go at any speed reasonable and prudent. All of the above are subject to speed zoning by the State Highway Commission when such zones are properly sign posted.

School children entering or leaving a school bus that has stopped on the highway, have the right of way, and approaching vehicles, from either direction must STOP until the bus starts moving.

If you are involved in a motor vehicle accident and the accident involves death, personal injury, or property damage over \$50.00 a written report must be made to the Indiana State Police Department within 24 hours.

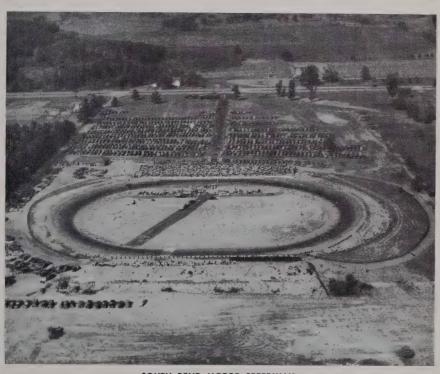
Application for a bicycle license and license plates shall be made upon a form provided by the city and shall be made to the Chief of Police. A license fee of $25 \, \ell$ shall be paid to the City before each license or renewal thereof is granted, and said license shall be lawful for a period of 2 years.

Upon sale or transfer of ownership of a licensed bicycle the licensee shall remove the license plate and shall either surrender the same to the Chief of Police or may upon proper application but without payment of additional fee have said plate assigned to another bicycle owned by the applicant.

CLUBS

American Legion Post No. 50	
American Legion Post No. 272	
American Legion Post 303	2410 Mishawaka Ave.
American Legion Pulaski Post 357	
American Shetland Pony Club	518 E. Duball Ave.
Art Association of South Bend	620 W. Washington Ave.
Association of Commerce	Oliver Hotel
Calvert Rod & Gun Club	2203 W. Ewing Ave.
Chain-O-Lakes Conservation Club	Harmony Beach Road
Christopher Columbus Italian Society Inc.	1912 Franklin St.
DeMolay Club Room	
Eagles Lodge	321 N. Michigan St.
Elks Temple	215 W. Colfax Ave.
Engineers Club	237 N. Michigan St.
Izaak Walton League Club House	910 W. Darden Road

Junior Achievement of South Bend	1720 Mishawaka Ave.
Main Athletic Club	
Masonic Temple	
Moose Lodge	
Morris Park Country Club	
Northern Indiana Historical Society	
Polish National Alliance Club	1609 Ford St.
Presbyterian Players	333 W. Colfax Ave.
Progress Club	
Rotary Club of South Bend	
St. Joseph Valley Boat Club	
South Bend Columbus Club	124 W. Columbus Court
South Bend Country Club	
South Bend Mannerchor	
South Bend Shrine Club	107 Lincolnway East
Sportman Club	
Verhovay Club	
Veterans of Foreign Wars Recreation Ha	
	1231 W. Washington Ave.
Young Men's Civic Club Inc	



SOUTH BEND MOTOR SPEEDWAY

NOTRE DAME UNIVERSITY

High in tourist interest in historic northern Indiana is the world-famed University of Notre Dame whose 1,700 acre campus is situated north of the city of South Bend. For more than a century close ties have existed between the city and the University that has been called almost a city in itself.

Founded in 1842 by the Rev. Edward F. Sorin, C.S.C., a French priest, and seven Brothers of Holy Cross, the University has expanded remarkably with more than half of its fifty buildings erected in the past twenty-five years. Father Sorin built the first structure near the log chapel of Rev. Stephen Theodore Badin, the first priest ordained in the United States, who worked among the Potawatomi Indians in the area. A replica of the log chapel and the Old College, constructed of hand-made brick, stand on the banks of St. Mary's Lake.

Notre Dame has come to mean many things to many people. To the general public it is the home of a consistently fine football team. To the scientist it is the site of advanced research in germ-free life and in problems of radioactivity. To the educator it is an institution conserving and yet transmitting the heritage of Christianity and America to thousands of students from every state in the Union and many foreign lands.

From a curriculum which was restricted to the liberal arts at the outset, Notre Dame has grown through the years into a university with five colleges and a graduate school. Its colleges of Arts and Letters, Science, Engineering, Commerce and Law and the Graduate School enroll more than 5,400 students with the majority of them living in the fourteen campus residence halls. To instruct and counsel these students the University maintains a faculty of 560 scholars, about one-fifth of them priests but an even greater number of laymen of Protestant religious affiliation.

Unmistakably a Catholic institution, Notre Dame has always welcomed young men of other religious persuasions into its student body. Religion is not an extra-curricular activity at Notre Dame, but has always been an integral part of campus life. Piety is no substitute for professional competence the University believes, but neither is academic excellence a substitute for moral integrity. Consequently, students are taught not only how to earn a living but, more important, how to live.

Notre Dame has always symbolized success on the athletic field, but success in the laboratory and class room, while less spectacular, is no less a part of the University's tradition. It was at Notre Dame that the Rev. Julius A. Nieuwland, C.S.C., developed the basic formula for synthetic rubber. It was on the campus, too, that Dr. Albert F. Zahm pioneered in the development of the wind tunnel and other aeronautical research. The first wireless message to be transmitted in the United States was sent by Dr. Jerome Green from Notre Dame



SOUTH BEND'S MOST MODERN REPAIR SERVICE

WHEEL ALIGNING . BALANCING

COMPLETE ENGINE REBUILDING

TUNE-UP

TOWING SERVICE

BRAKE SERVICE

AUTOMATIC TRANSMISSION SERVICE

Home of
BUDGET PLAN AUTO REPAIRS

AUTO CLINIC

815 NO. OLIVE ST.

PHONE 3-8165

to nearby St. Mary's College. More recently, scientists at the University have given impetus to the development of anti-malarial drugs while others are conducting significant research in nuclear physics, radiation, chemistry and electronic. Biological and medical research, made possible by the development of the germ-free animal at Notre Dame's LOBUND Institute, have attracted international attention.

Community relations between the University and the city of South Bend have been even closer than their physical proximity would indicate. Many South Bend civic and industrial leaders are alumni of the University and the Notre Dame Club of St. Joseph Valley is one of the strongest in the country. Through its art galleries, concerts and lecture series, academic programs and athletic events, the University strives to enrich the lives of South Bend residents on many levels. The University of Notre Dame and the city of South Bend have grown together for more than a century. Alexis Coquillard, a pioneer South Bend resident, was the University's first student. Thousands have followed in his steps exemplifying in their communities the ideals to which they have dedicated themselves: "For God, Country and Notre Dame."



UNIVERSITY OF NOTRE DAME CAMPUS & ROCKNE FOOTBALL STADIUM

ST. MARY'S COLLEGE

Saint Mary's is a Catholic residential liberal arts college for women. Believing in the academic, social, and human values of small classes and family groups the college limits its enrollment to seven hundred students.

In 1843 four Sisters of the Holy Cross came from their mother house in LeMans, France, to the frontiers of Indiana. As members of a religious congregation dedicated to the work of schools and hospitals they foresaw in the young state opportune fields for pioneering. They established their first convent at Notre Dame, Indiana.

At that time the town of Bertrand, six miles north and just across the Michigan state line, was the thriving metropolis of the area. Chicago was then only a small, unpromising village. In 1844 the Sisters opened Saint Mary's Academy at Bertrand. With additional Sisters from France and exceptionally gifted young American teachers the school flourished. Its first commencement took place in July 1848. Its first bulletin was published in 1850 and its first charter issued by the state of Michigan in January, 1851.

However, tides of trades and trends of population were shifting to Chicago, so the Sisters moved the young academy to its present site early in 1855.

Saint Mary's was the first legally authorized Catholic college for women in the United States.

The time from 1895 until 1931 saw the completed evolution of the academy into a liberal arts college. Its first degree was granted in 1898.

Now the resident students come from all parts of our country and our continent, from South America, Europe, Africa, and Asia. They are, or can be, of all races and creeds. The school has never permitted discrimination in these matters. The experience of being a member of an international, inter-racial family is for each one a significant part of her education. Her spiritual and intellectual inneritance and traditions are even more significant.

Saint Mary's College is accredited by the North Central Association of Colleges and Secondary Schools and by the Indiana State Board of Education. The basic program in the School of Nursing is recognized by the five-year accreditation of the National Nursing Accrediting Service.

The College holds membership in the American Association of University Women, the American Council on Education, the Association of American Colleges, the College Entrance Examination Board, the National Association of Business Teacher Training Institutions, the National Catholic Educational Association, the National Commission on Accreditation, and the National Education Association. The basic program in the School of Nursing is a member of the National League for Nursing, Department of Baccalaureate and Higher Degree Programs.

The experience of living at St. Mary's is in itself one of the most unforgetable and constructive factors in the student's college years. The Saint Mary's girl is a member of an unusually cosmopolitan group. Not too large for general acquaintance, large enough to offer opportunities for the finest and most stimulating friendhips of her life. She finds in her school a very beautiful home where she may extend to her friends all the refined amenities of her own home. Her social program includes the homey friendliness of a surprise birthday party and the elaborate formality of a Junior Prom. Campus diversions are practically unlimited.

Saint Mary's College affords her students both formal and informal recreational facilities. Formal social affairs find an appropriately beautiful setting in the Stapleton Lounge, the spacious drawing rooms and the Louis XIV ballroom of Le Mans Hall. Informally the students play in the Rec-tangle, the Pebble, the Kell, while the campus with its golf drive, hockey field, tennis courts, riding academy, picnic grounds, rock garden, Lake Marian for ice-skating provides seasonal out-of-door activities. The Oriole, ice cream and sandwich shop, is a popular rendezvous.

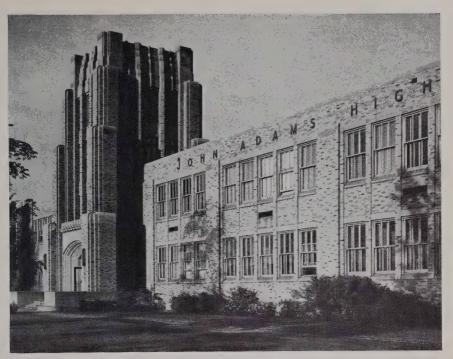
SOUTH BEND ART ASSOCIATION, INC.

The South Bend Art Association is a municipal, non-profit organization dedicted to the purpose of furthering culture in our community through the field of art, and empowered to acquire works of art, through purchase or gift, for the purpose of establishing a permanent art gallery in South Bend.

Exhibitions of the best painting, sculpture, prints, photographs and crafts of the past and present are put on display from October throughout May. It is an established policy to show as great a variety as possible of subjects, style and media in these exhibitions. Also, local artists who are doing outstanding work are given the opportunity to use the Art Association galleries to present their work to view for the benefit of the public.

Classes and workshops are also conducted in the arts and crafts for the people of South Bend and vicinity. These classes are taught by people proficient in their respective art fields who have made a specific study of the art of teaching.

Besides the classes offered by the Art Association, it also conducts Indiana University classes in freehand drawing in a variety of media from still life and the living model; painting in oil from still life, landscape, and the living model; and art appreciation, a comparative study of the great periods in art with selected masterpieces created through the ages since pre-historic times. Indiana University credit is given for these classes, but they may also be taken on a non-credit basis. These classes are taught at the South Bend Art Association though registration is taken in the I. U. Center offices



JOHN ADAMS HIGH SCHOOL

located in Central High School.

The offices, studios and exhibition galleries of the Art Association are located in the Old Carriage House in the rear of the E. M. Morris School at 620 West Washington Avenue. It also maintains galleries on the entire second floor of the E. M. Morris School where the main art exhibitions are presented.

The Art Association is governed by the Board of Directors consisting of twelve members, two of which represent the Civic City and are appointed by the Mayor, two of which represent the School City and are appointed by the Board of Education and eight of which are elected from the membership of the Association. An Executive committee consisting of five members of the Board of Directors and appointed by the President has control of the management, direction and operation of the business of the Association in all cases in which specific directions have not been given by the Board of Directors.

A full-time Art Director is employed by the Board of Directors to act as Chief Administrative Officer of the Association under the Board of Directors.

WELCOME TO SOUTH BEND

Here at Rasmussen's you will find everything for him to wear.... from experience we know most newcomers come to us because this is the shop where his gifts will be selected... chosen by you... merchandise of good quality at South Bend's Best Mens Shop. We invite you to come in and open a 30-60-90 day Charge Account.



RASMUSSEN

MEN'S SHOP

MAIN AND WASHINGTON STREETS



Schools

ELEMENTARY SCHOOLS (Public)	
Colfax School	914 Lincoln Way West
Franklin School	
James Monroe School	312 Donmoyer St.
Kaley School	1500 Lindon Avo
Linden School	
Maple Lane School	1005 Collage St
Marquette School McKinley School	222 N Granlawn Ave
Perley School	740 N Eddy St.
Pierre Navarre School	4702 Ford St.
Studebaker School	1732 Marietta
Stuckey School	1745 N. Ironwood Road
Illery School	2110 Dixie Highway North
Wegner School	Portage Road
Webster School	2640 Dixie Highway North
Webster School Woodrow Wilson School	
JUNIOR HIGH SCHOOLS (Public)	
Harrison Junior High School	3302 W. Western Ave.
Jefferson Junior High School	
Lincoln Junior High School	
Madison Junior High School	832 N. Lafayette Blvd.
Mussel Junior High School	1213 California Ave.
Nuner Junior High School	
Oliver Junior High School	924 W. Indiana Ave.
Washington Junior High School	210 E. Darden Road
SENIOR HIGH SCHOOLS (Public)	
Central Senior High School	317 W. Washington Ave.
John Adams High School	808 S. Twyckenham Dr.
Lydick High School	Quince Road
Riley Senior High School	1524 W Sample St
Washington Senior High School Washington Clay High School	Lilly Road
ELEMENTARY SCHOOLS (Parochial	l)
Christ the King Roman Catholic So Holy Cross Roman Catholic School	20001 2289 Dixleway North
Holy Cross Roman Catholic School Holy Family Roman Catholic School	1 202 S Mayflower Rd
Our Lady of Hungary Roman Cath	olic School
•	829 W. Calvert St.
Sacred Heart Roman Catholic Scho	ol 1130 W. Thomas St.
St. Adalbert's Roman Catholic Sci	hool 2420 Huron St.

St. Anthony De Padua Roman Catholic School	
St. Casimir's Roman Catholic School 1308 Dunham St. St. Hedwig Roman Catholic School 331 S. Scott St. St. Joseph's Roman Catholic School 226 North Hill St. St. Mathew's Roman Catholic School 1701 Miami St. St. Patrick' Roman Catholic School 309 Taylor St. St. Stanislaus Roman Catholic School 415 N. Brookfield St. St. Stephen's Roman Catholic School 1022 W. Thomas St.	
IIGH SCHOOLS (Parochial)	
St. Joseph's Academy 303 S. Taylor St. St. Joseph's High School 1441 N. Michigan St. St. Mary's Academy Miami Road	
OLLEGES & UNIVERSITIES	
Indiana University Center317 W. Washington St.Notre Dame UniversityNotre DameSt. Mary's CollegeNotre DameSt. Mary's ConventNotre Dame	
SEAUTY SCHOOLS Vogue School of Beauty Culture 110½ E. Washington Ave.	
SUSINESS SCHOOLS	
Comptometer School220 Poledor BuildingSouth Bend College of Commerce212 S. St. Joseph St.Speedwriting School212 S. St. Joseph St.Thomas Commercial School212 Christman Building	
ONSERVATORIES	
Northern Indiana Conservatory 509 W. Washington Ave. South Bend Conservatory of Music 203 S. William St.	
CHOOLS OF NURSING Holy Cross Central School of Nursing 410 N. Notre Dame Ave.	
PECIAL SCHOOLS	
Acme School of Die Design Engineering 129 W. Colfax Ave. Boys Vocational School 110 N. William St. Mrs. Marker's Private School 136 N. Lafayette Blvd. E. M. Morris School for Crippled Children	
620 W. Washington Ave E. M. Morris School of Speech Correction	
620 W. Washington Ave	

H

C

B

B

C

S

SI

MAJOR LEAGUE GIRLS BASEBALL

To a lot of us fans, Girls Baseball, as played in the American Girls League, has been accepted as a "matter of fact" game and that after eleven years, our Blue Sox are an institution here in South Bend. To our newer patrons, we would like to give them a more

general background of Girls Baseball and the American Girls League.

The American Girls League was organized in 1943 under the sponsorship of Wm. Wrigley. This project was sponsored by Mr. Wrigley for the reason that the dark days of World War II almost foreshadowed the fact that major league baseball would be suspended. Girls Baseball and the American League was then started to have a medium of placing entertainment in the major league baseball parks for the ardent baseball fans. After the threat of suspension had passed, Mr. Wrigley offered franchises to four cities, Rockford, South Bend, Kenosha and Racine, Wisconsin and agreed to turn over the League and the League personnel to these cities, providing that they would operate on a civic basis. From then on, the League expanded to its present five teams.

Talent in the Girls League is one of the major problems besetting the loop. Hundreds of girls are tried out each year, but only a few have the ability to make the grade. The chief reason for this is that our game has progressed so rapidly and so far from the game of softball, very few girls are able to make the jump. Just like in the game of men's baseball, it is a long jump for a good softball player to make the big-time in baseball. This coupled with the fact that Girls Baseball has no minor league set-up for the training of players, has created a barrier in the securing of additional talent. This is being overcome rapidly and requests are received almost daily in the League Office as to the rules of our game and all of the other qualities that have attributed to the success of Girls Baseball.

As for the advancement in our game, the League started merely as a softball circuit and then advanced gradually to its present status. In mid-season of 1954 the American Girls Baseball League adapted the regulation baseball similar in every respect to the ball used by the men in the major Leagues. At the same time the bases were extended to eighty-five feet with the pitching distance being sixty-feet. At its inception, the American Girls Loop confined all pitching to underhand pitching from a 40 foot distance. The results have thus far been most encouraging and has been met with a great deal of enthusiasm on the part of the fans. Home runs are far more frequent and the game is sparked with a great many spectacular plays. Today, the girls are playing men's ball in a fashion that does great credit to baseball.

The manner in which girls are selected for the league is still not too well known. Many believe they are selected on a more or less restricted basis which is decidedly not the case. The girls who make the league are the best in the United States and Canada. The league also has members from Cuba and Mexico.

The league is governed by a commissioner and the requirements are very high. A rookie tryout is held before each season of play and the candidates are carefully screened by the team managers. They are then assigned by the pool system, the lowest team in the

league of the previous season getting the first choice, the second team from the bottom getting the second choice, etc. until the selected players are under contract to the various teams.

The league has also set up a balancing committee. This committee functions on one or two occassions as the need arises. In this manner the fans are treated to keen competition.

Records of each girl's playing ability and standings are recorded in the identical manner of the major leagues and the players are rewarded and are in demand accordingly.

The individual teams are carefully supervised by a carefully chosen chaperone whose duty it is to see that all the girls live up to all the rules as laid down by the league.

In the mid-season it has become the custom of holding an allstar exhibition. The top team of the league as of July 4th is host to the players selected by the managers and sports writers for the opposition. At the end of the season regular playoff games are held. And the playoffs are a high light of the season.

Girls Baseball has proved successful and has drawn a lot of national recognition. The game will continue to grow as the speed of the game progresses. Girls Baseball is here to stay — and — its future is unlimited.



PROGRESS CLUB

The Blue Sox of 1954 is an excellent team. It shows a great amount of team spirit and the will to win is ever present. Great credit must be given to manager Karl Winsch for his excellent training. Many players who came to South Bend as rookies are now regarded top ball players. This sort of thing gives great hopes to the young players who are coming up from high schools and colleges. It can be said with certainty that the game as played today offers a fine evening entertainment.

THE PRESBYTERIAN PLAYERS

The Presbyterian Players, a group of talented young men and women, was organized in 1946, primarily to provide entertainment for the married folks class of the First Presbyterian church. Since then, the group has mushroomed from a few people to an active membership of nearly three hundred adult actors, technicians, designers, costumers, electricians, carpenters, and specialists in every phase of the theater. Besides the adult membership, the group also includes approximately seventy-five teen-agers and over on hundred junior players.

Today, the membership is open to everyone interested in dramatics or musical comedies and operettas, regardless of color, creed, or religious affiliation. Opening the membership to all in the community, was made possible by the late Dr. Chas. Tupped Baillie, pastor of the church, and devoted leader in the cause of brotherhood. who felt that the Players should expand to satisfy the creative and dramatic talents of the many persons in this region regardless of church affiliation, to provide this area with a well organized and businesslike dramatic group, and to promote the cultural growth and welfare of the community. To this end, the Players have clearly demonstrated that it is brotherhood in action, playing no small part in helping to bring to South Bend, The National Brotherhood award three years ago, awarded to this city by the National Conference of Christians and Jews. All faiths, Catholic, Protestant, and Jew, work side by side in a congenial atmosphere of fun and fellowship seeking the prefection of the whole and not the personal glorification of one's self.

This unique and successful group has received the praises of national, state and civic leaders and clergy. Rabbi Albert M. Shulman, Temple Bethel praised the Players by stating "No better demonstration of brotherhood in action can be found than by the Presbyterian Players of South Bend. Here we find a group of men and women made up of Protestants, Catholics and Jews, giving a benefit performance for the building of a Jewish house of worship". To this, the late Dr. Baillie added, "Many of us talk "brotherhood"; the Presbyterian Players practice it — they work in harmonv and without a thought of being different. I have talked brotherhood for forty years but my effectiveness runs a poor second to a few weeks practical demonstration of natural cooperation among the members of the Presbyterian Players.

The Players have presented approximately fifty outstanding dramatic, musical comedies and operetta productions, such hits as "Our Town", "The Barretts of Whimple Street", "Joan of Lorraine", "The Man Who Came to Dinner", "The Silver Whistle", "Life with Father", "The Hasty Heart", "Death of a Salesman", and musical success as "Robin Hood", "Naughty Marietta", "The Prince of Pilsen", "The Vagabond King", "The Pink Lady", and "One Touch of Venus".

STUDEBAKER CORPORATION

A little over 102 years ago two Studebaker brothers, Henry and Clem, arrived in South Bend with high hopes, willing hands, and two sets of blacksmith's tools. They were ambitious to carry on their blacksmithing and wagon-building trade in the expanding West. With only \$68 of capital, they set up their first shop on Michigan Street opposite what is now Robertson's department store.

Today the Studebaker Corporation is the largest independent automobile manufacturer. Under guidance of Paul G. Hoffman as chairman of the board, and Harold S. Vance as President, the company operates a multi-million-dollar enterprise here in South Bend. There are also plants in Los Angeles, California, New Bruns-



AERIAL VIEW OF STUDEBAKER PLANT

wick, New Jersey, Hamilton Ontario, and in several foreign countries. Nearly every country in the world, and certainly every state in this country, is made more prosperous as a result of the Studebaker business that started in a blacksmith shop.

The Studebaker brothers had gross sales of 25 cents the day they opened for business. It was derived from putting two shoes on a horse. But their first sale introduced the high quality of their work to a community of meticulous farmers, and in the first year of business the Studebaker brothers built and sold three wagons.

One of the three, a Conestoga covered wagon, was built for a younger brother, John Studebaker. He gave it to a California-bound wagon train in payment for his passage across the plains states and the Rockies to California. The lure of gold had attracted brother John, but when he arrived in Placerville, then known as "Hangtown" for obvious reasons, he had but 50 cents in his jeans. Food and lodging came high in a gold rush town, so John turned to his woodworking skill as a source of income. He made wheelbarrows for the gold diggers, and in five years "wheelbarrow Johnny" had saved \$8,000.

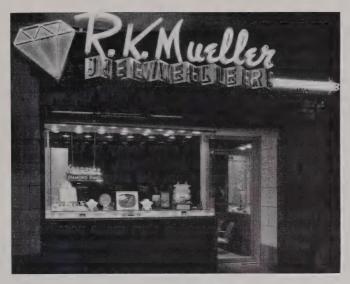
Back in South Bend the wagon business prospered mildly on a cash basis. Capital was needed. John returned from California with his gold "poke" sewed into a canvas belt and bought Henry's interest in the business. The remainder of the \$8,000 became working capital.

Peter Studebaker was the salesman of the family. He was persuaded to "stock" a few wagons, and sold them so quickly that in 1863 he decided to join his brothers. New factories were built, wagon "repositories" were opened in other cities, and in 1870 the fifth and youngest brother, Jacob, came into the company as a salesman, and to direct the new carriage business.

Buggies, wagons and carriages of the finest craftsmanship spread the reputation of Studebaker around the world. A business principle of the brothers to "always give more than you promise" led to their first million-dollar year in 1875. Fires twice all but destroyed the factories, but by 1900 when there was great talk about horseless cariages, the rebuilt factories were turning out nearly 100,000 vehicles a year.

The Golden Jubilee year of 1902 saw the first Studebaker horseless carriage—an electric runabout. In ten years the company built 1,841 of these. Then in 1904 a turning point was reached. On January 14 that year the National Automobile Show at Madison Square Garden in New York featured a Studebaker gasoline touring car.

J. M. Studebaker had written a year earlier: "We have given horseless vehicles close attention, thinking that when they had come to stay and had been brought to such perfections that we could afford to put our name on them, we would go into manufacture of some in



Established 1934

R. K. Mueller Welcomes You

Come in and get acquainted

Look over our large selection of Nationally advertised watches:

Hamilton Bulova Elgin Gruen Longine-Wittnauer Wyler

Authorized dealer of Keepsake Diamond rings.

Large selection of clocks, silver and jewelry.

Expert watch and jewelry repairing.

Also, diamond setting.

R. K. Mueller

218 S MICHIGAN ST.

PHONE 3-4200

connection with our extensive business in the vehicle line. We feel that the time has about come for this move."

By 1920 Studebaker was building over 51,000 gasoline automobiles a year, and it was decided to dispose of the wagon and buggy business. How many of these wagons are still in use is a matter of conjecture. One was used continuously for 48 years. Another, the original Conestoga prairie schooner built in 1834 by the elder John Studebaker who taught his sons the wagon trade, is still preserved.

The name CONESTOGA, with its fine old tradition of stamina and rugged construction, is kept alive today in the modern version of Studebaker's Conestoga Station Wagon, the all-purpose family vehicle. It inherited its name from the original Studebaker Conestoga.

Generations of Studebaker employees still hand down a family loyalty and pride in craftsmanship that made possible during the first 100 years more than 7,000,000 highway vehicles—covered wagons, buggies, carriages, electric and gasoline automobiles. The father-and-son tradition prevails today as it did in 1852 along with the sincere pledge to "always give more than you promise."

IMPORTANT BUILDINGS

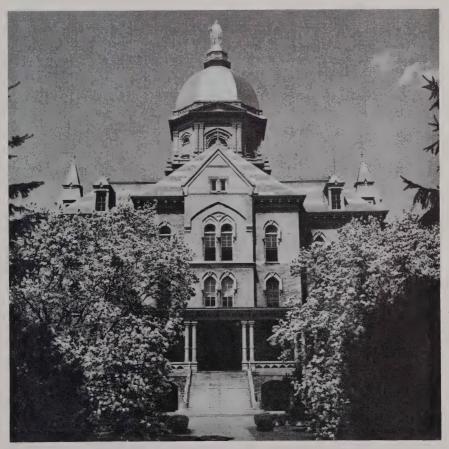
Central Fire Station
Central Blood Bank Inc
J M S Building
Main Post Office
Police Department
Public Health Clinic
Radio Station WHOT
Radio Station WJVA Hickory Road
Radio and TV Station WSBT and WSBT-TV 223 W. Colfax Ave.
St. Joseph County Mental Health Clinic 527 W. Colfax Ave.
The Electric Company
The Gas Company
Tuberculosis Clinic
Tower Building
Vocational Rehabilitation 118 N. William No. 17

ALCOHOLICS ANONYMOUS

The purpose of Alcoholics Anonymous organization is to help the poor unfortunate that alcohol has mastered. Anyone that has the sincere desire to halt his or her drinking is welcome.

At the present time it is estimated that there are 60 million people in this country who drink alcoholic beverages. Of this number it is estimated that there are approximately 6 million who drink too much for their own good, and that there are 2 million who have advanced to the stage of being alcoholics.

For years it was assumed that alcoholism or drunkenness was a case of lack of will power or moral character. Now, $97\frac{1}{2}\%$ of the medical profession of our country recognize alcoholism as a positive and definite disease. This disease is of a progressive character that deteriorates the individual both physically, mentally and morally,



ADMINISTRATION BUILDING AT UNIVERSITY OF NOTRE DAME, BUILT IN 1879

causing his or her ultimate ruination unless steps are taken to arrest the same. This disease strike indiscriminately at both sexes in the same way as diabetes, and is just as incurable. The same, may be arrested, so that individuals may enjoy many years of happy, constructive, and fruitful living.

Approximately nineteen years ago two alcoholics, one an exstock-broker of New York City, and the other a physician in Akron, Ohio, met, and for the purpose of effecting their own recovery, conceived a plan for arresting this disease. This is now known as Alcoholics Anonymous. It is group arrest and recovery for the alcoholic from the alcohol malady brought about by a formula for living. It has a definite spiritual aspect. Its effectiveness may be judged by its phenomenal growth—founded in 1935, it now numbers over 175,000 men and women in the United States. This is considered by medical authorities as being nothing less than miraculous.

Alcoholics Anonymous is a fellowship of men and women who share their experiences, strength, and hope with each other, that they may solve their common problem and help others to recover from alcoholism.

The only requirement for membership is an honest desire to stop drinking. Alcoholics Anonymous, (also known as A.A.) has no dues or initiation fees. It is not allied with any sect, denomination, politics, organization, or instituiton. It does not wish to engage in any controversy, neither endorses nor opposes any causes. The primary purpose of members of Alcoholics Anonymous is to stay sober and help other alcohlics to achieve sobriety.

Alcoholics Anonymous is available to anyone who sincerely wants it. There are many groups functioning throughout the State of Indiana. Their location may be determined by inquiry or contacting other members of Alcoholics Anonymous, or members of the clergy, judges, or police officials. Any members of Alcoholics Anonymous will be more than glad to extend their full cooperation, fellowship, and help. Complete anonymity is respected in all cases where so desired.

For further information regarding Alcoholics Anonymous in South Bend one can phone 2-8236.

facts . . . about South Bend

CHURCHES—There are 118 churches in the city of South Bend representing all the different denominations.

CLIMATE & TEMPERATURE—The annual normal mean tem-

perature is 49.4° and the normal annual precipitation is 34.89 inches. The normal annual snowfall for South Bend is 48.5 inches in depth.

EDUCATION—With nine elementary schools, eight junior high schools and four modern high schools South Bend provides training for higher education and industrial crafts. Modern audio-visual education methods, special courses for handicapped children and modern speech correction developments are all part of the comprehensive public education program of the cities. The fine Catholic education program comprises twelve elementary schools and four high schools. Supplementing these educational opportunities are business, professional and vocational schools, a fully staffed extension division of Indiana University, adult education courses in all trades and crafts, a wide selection of artistic training facilities, St. Mary's College and Academy and the University of Notre Dame.

ELECTRIC AND GAS SUPPLY—An ample and reliable source of 60 cycle electric power is available from the system of the Indiana and Michigan Electric Company. There are approximately 36,000 electric meters in the city of South Bend. Natural gas is supplied to the area by the Northern Indiana Public Service Company from sources in the southeastern United States. Almost entirely methane, the sulphur-free gas comes through three pipelines connected to the main Illinois north-south line. More than 51,000 customers in the vicinity use the gas which has regular heating of 16,000,000 cubic feet and offers industry the services of an industrial gas technician, without charge.

GOVERNMENT—South Bend has a municipal government with Mayor and Common Council of 9 members, nominated in primary election. St. Joseph County is operated by three-man Board of County Commissioners, with a County Council as legislative body.

HIGHWAYS—South Bend is located on U. S. Highways 31 (Dixie highway, north and south), 20 (Main line, east and west), and 33 (Blue-Grey to the southeast). It is also located on Indiana State Highways 2 and 23.

HOSPITALS—The city of South Bend has two modern and adequately equipped hospitals with a combined number of 403 beds and 87 bassinets. Both of these hospitals are Graded A-1 by American College of Surgeons. There is also the Northern Indiana Children's Hospital, the Children's Dispensary, and Healthwin Hospital, a large county tuberculosis sanatorium which is approved by the American College of Surgeons.

LOCATION—South Bend is the county seat of St. Joseph County, in northwest Indiana on the divide between waters flowing eastward and tributaries to the Mississippi River to the west. Only 230 miles from the center of U. S. population, South Bend lies in the heart of America's great inland industrial empire.

MANUFACTURING—South Bend has over 200 manufacturers. producing a variety of products including architectural and structural steel, artificial baits and fishing tackle, automobiles, trucks and busses, automotive, aviation and marine accessories, bearings, castings, foods, beverages, printed products, dies, electrical accessories and equipment, fabricated steel products, farm machinery, fixtures, insulation, folding, paper boxes, tags, gaskets, gauges hampers, jigs, lathes, lumber and millwork, men's wear and haberdashery, men's work clothing, furniture, paints, and varnishes, concrete products, plastic products, ranges, razors, sewing machines, cabinets, sound equipment, special machinery, surgical webbing, tools, uniforms, waste baskets and metal specialties, wooden, reed, and special dolls and toys, women's dresses and dress patterns, wrought iron specialties, canvas goods, rubber goods, neon signs, automatic washing machines, etc.

NEWSPAPERS—South Bend has one evening daily and a Sunday morning newspaper—The South Bend Tribune, with a circulation of over 98,000. There are also seven weeklies published in the city—South Bend Journal, Mirror-Press, Tri-County News, South Bend Labor News, River Park Advisor, Goniec Polski, and City Life.

PUBLIC SAFETY—Crime, fire and accident rates in South Bend are consistently low, bearing favorable comparison with all other cities of its size in the nation.

RADIO—Three radio stations provide the area with full program schedules of news, entertainment, and special events. Stations WSBT is affiliated with the Columbia Broadcasting System and is owned and operated by The South Bend Tribune; WHOT, owned and operated by the South Bend Broadcasting Corporation, is affiliated with the American Broadcasting Company; WJVA is owned and operated by the St. Joseph Valley Broadcasting Corporation and is on the air during the daytime only. The South Bend area also has one of the nation's first ultra-high frequency television stations, WSBT-TV.

TAX RATE—The tax rate for the city of South Bend is approximately \$4.14 per \$100.00.

TRANSPORTATION—South Bend is the only city of its size in the country served by three major air lines—American, Trans-World Air Lines and United. This insures unusual passenger and air mail service and A-1 cargo and freight service is provided. Bendix Field, St. Joseph County Airport, is one of the largest in the nation. There are six railroads entering and departing from the city, offering transportation in all directions. There are also six inter-city bus lines which arrive and depart from South Bend.

WATER SUPPLY-Five stations comprise the water system of

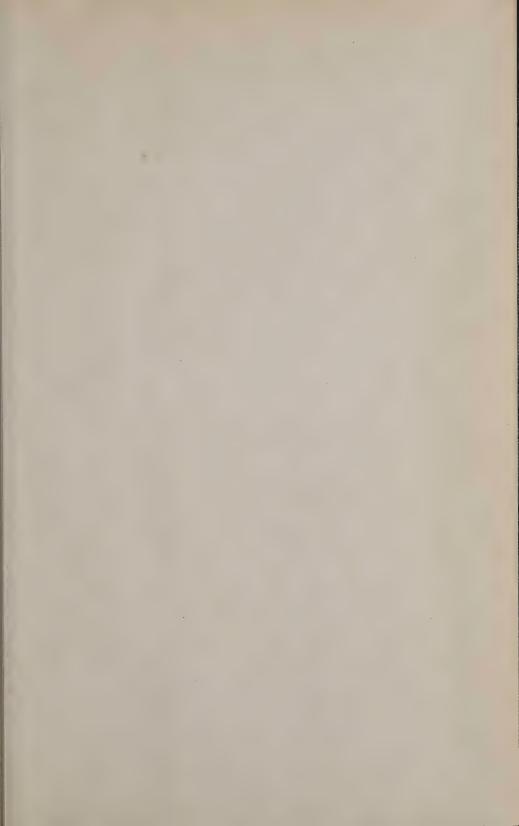
South Bend, with a combined well capacity of 44,000,000 gallons and a pumping capacity of 59,500,000 gallons.



INDEX

Alcoholics Anonymous)
American Trust Company	8	3
Auto Clinic		
Builders Store, Inc.		
Carlton Studio	. Inside . Back . Cover	٢
Churches		1
Clubs	40)
Facts About South Bend		
J. B. Fleck & Sons)
Gafill Oil Company	14	1
Hospitals		3
Historical Highlights		3
Important Buildings		3
Major League Girl's Baseball	51	
Map	49)
R. K. Mueller		
Northern Indiana Historical Society and Λ		
Notre Dame University		
Parks		
The Presbyterian Players		
Public Library		
Rasmussen Men's Shop		
Recreation — Sports		
South Bend Today		
Traffic Information		
Transportation		
TV Avenue Radio Shop		
Schools		
Shidler's		
South Bend Art Association, Inc.		
St. Mary's College		
Studebaker Corporation		
United Fund		
Volcano Restaurant		
Mohler S. Witwer, Inc.		3

64









GC 977.202 SO8AS

